



CENTELLA HYDRATATION+

SKIN CARE PROTOCOL AND TECHNICAL INFORMATION



LABORATOIRES
ROIG

500 rue Panhard et Levassor 66000 Perpignan
Tél: 04 68 85 11 12
E-mail : contact@centella.com
www.centella.com



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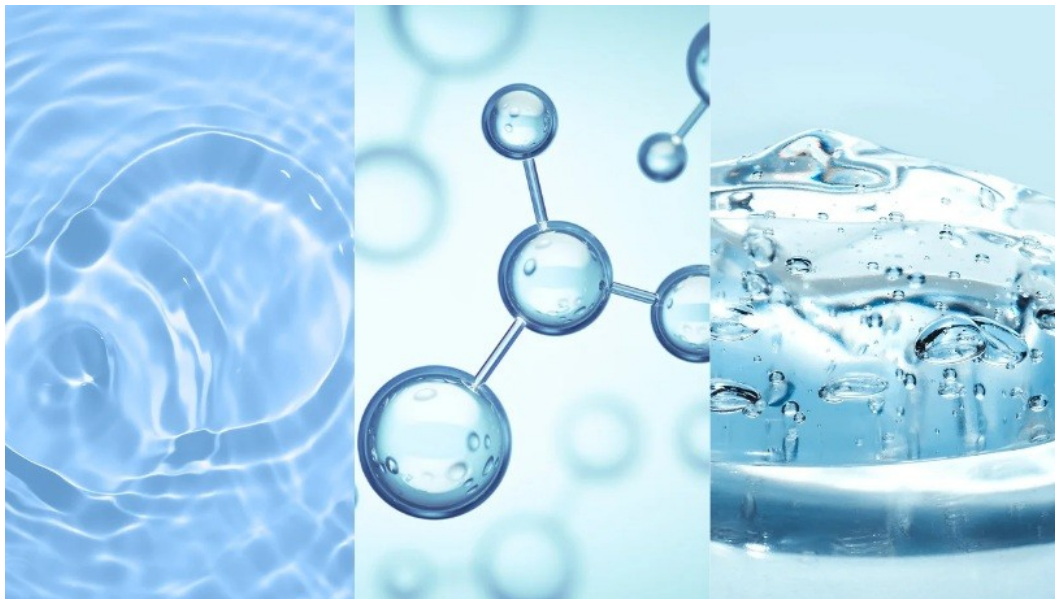
PROBLEMS LINKED TO LACK OF HYDRATION

With age, the skin gradually loses its ability to retain water, resulting in a drop in its natural hydration. This phenomenon is partly due to a reduction in the production of hyaluronic acid, a key molecule in maintaining the hydration and suppleness of skin tissue. From the age of 30 onward, skin becomes less effective in its barrier function, which favors water evaporation, leaving it drier, more vulnerable to external aggression and less luminous. This lack of hydration speeds up the appearance of signs of ageing, such as fine lines, wrinkles and loss of firmness.

Moisturizing with creams and serums rich in hyaluronic acid is therefore essential to compensate for this natural loss. These products replenish the skin's moisture content, reinforcing the cutaneous barrier and drawing moisture into the deeper layers of the epidermis.

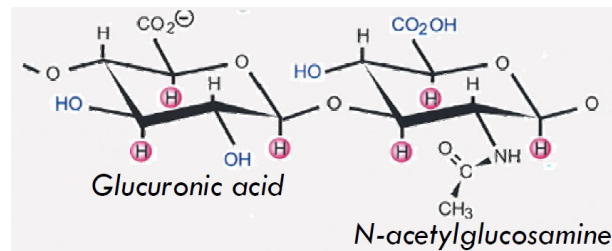
Hyaluronic acid, capable of retaining up to 1000 times its weight in water, helps plump skin, smooth wrinkles and restore suppleness and radiance. Regular use of moisturizers helps to preserve the skin's youthful appearance, slowing the effects of ageing and maintaining optimal hydration.

With ageing, the loss of hyaluronic acid is also associated with a reduction in collagen and elastin production, affecting the skin's firmness and elasticity. The first visible signs include fine lines, deeper wrinkles and sagging skin. These changes are exacerbated by external factors such as UV exposure, pollution and an unhealthy lifestyle, which accelerate the breakdown of hyaluronic acid and further compromise skin hydration and structure.



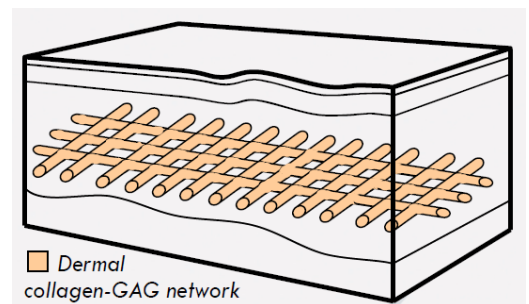
THE INCREDIBLE PROPERTIES OF HYALURONIC ACID

Hyaluronic acid used in Centella Hydration+ range is a high quality hyaluronic acid. As a relatively simple element of the glycosaminoglycan family, hyaluronic acid is composed of a regular repetitive sequence of the following non-sulfated disaccharide unit:

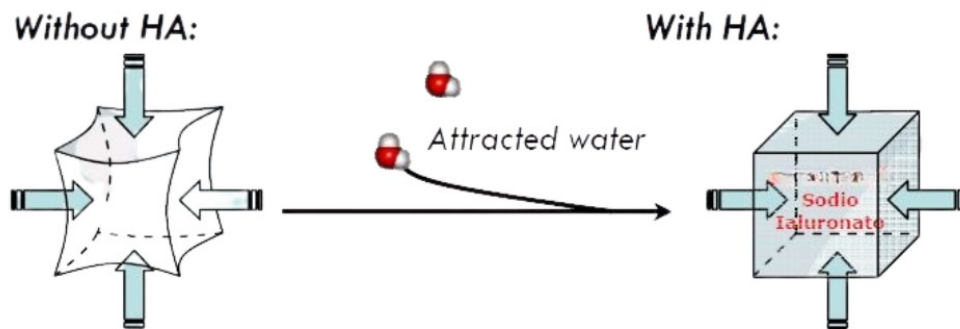


Hyaluronic acid is a natural compound of the biologic soft tissues, widely distributed in the human body. It is mainly found (more than 50%) in the skin and connective tissues (synovial membranes, joints).

The molecular weight of natural body hyaluronate ranges from 4.000 to 8.000.000 Daltons. In the skin, it is found in epidermis and mostly dermis, where it is synthesized by fibroblast cells. It constitutes the predominant glycosaminoglycan (GAG), strong basis of the collagen-GAG network supporting skin's structure.

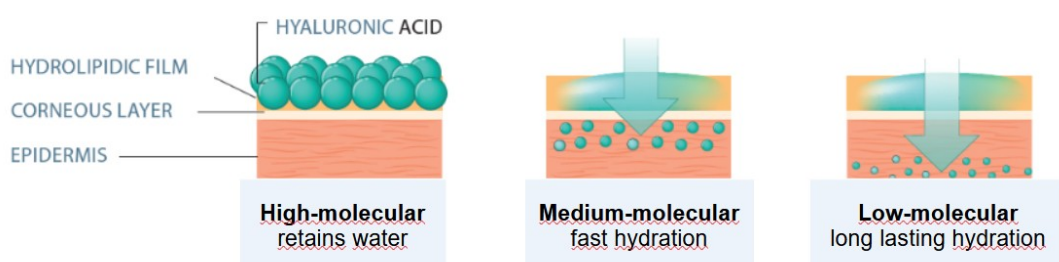


Due to the molecule rigidity and its capacity of attracting water, Hyaluronate occupies a large volume, forming a gel, resisting mechanical pressure:



Literally acting like a sponge in our skin, HYALURONIC ACID can reach a level of water mobilization of up to 20 times its own weight.

It exists HA with diverse molecular weight, allowing to cover all benefits from film-forming properties to deep hydration. In Centella Hydration+ range, 3 types of hyaluronic acid are used :



RETAIL SIZE PRODUCTS – CENTELLA HYDRATATION+ RANGE

| Reference | Product | Volume (ml) |
|-----------|-----------------------|-------------|
| 0055 | Hydra-Plumping Cream+ | 40 |
| 0056 | Hydra-Booster Serum+ | 30 |
| 0057 | Hydra-Protect Elixir+ | 15 |
| 0058 | Hydra-Calming Mask+ | 40 |



**Hydra-booster
SERUM**
Fresh and light
Super moisturizer



**Hydra-plumping
CREAM**
Smooth and creamy
Rehydrates and soothes



**Hydra-protect
ELIXIR**
Emollient oil
Maintain hydrolipidic film



**Hydra-calming
MASK**
Cocooning
moisturizes and repairs

CABIN SIZE PRODUCTS FOR PROFESSIONALS – CENTELLA HYDRATATION+ RANGE

| Reference | Product | Volume (ml) |
|-----------|-----------------------|-------------|
| C0055 | Hydra-Plumping Cream+ | 100 |
| C0056 | Hydra-Booster Serum+ | 50 |
| C0057 | Hydra-Protect Elixir+ | 50 |
| C0058 | Hydra-Calming Mask+ | 200 |



CENTELLA HYDRATATION+ RANGE – PRODUCTS DESCRIPTIONS

| Product | Properties | Active ingredients |
|---|--|---|
| Hydra-Plumping Cream+ Retail : 0055 / 40 ml Cabin : C0055 / 100 ml | - A light cream that restores the skin's ability to retain water for a moisturized, replenished and protected face from the deleterious effects of pollution. - Moisturize the skin and restore its ability to retain water. <u>INSTRUCTIONS FOR USE :</u> Morning and evening, apply the Cream, in thin layers on perfectly cleansed skin, in light circular motions all over the face and neck. | Short chain of hyaluronic acid : penetrates deep into the different layers of the epidermis for more intense hydration. Medium chain of hyaluronic acid : allows a prolonged hydration of the different layers of the epidermis. Organic Centella Asiatica : promotes collagen synthesis, repairs and soothes in depth. Organic and fair trade vegetable oils (Hazelnut, Sesame, Shea Butter) : protective, prevents dehydration, softening. Organic essential oils (Petit grain, Sage, Thyme) : purifying, regenerating, moisturizing. |
| Hydra-Booster Serum+ Retail : 0056 / 30 ml Cabin : C0056 / 50 ml | - Ultra-concentrated in hyaluronic acid containing 3 chains of different molecular weight for complementary benefits - A fresh and thirst-quenching gel for immediate and long-lasting hydration. <u>INSTRUCTIONS FOR USE :</u> Every morning, apply a thin layer of Serum on clean, cleansed skin. | Short chain of hyaluronic acid : penetrates deep into the different layers of the epidermis for more intense hydration. Medium chain of hyaluronic acid : allows a prolonged hydration of the different layers of the epidermis. Long chain of hyaluronic acid : an excellent humectant, it helps form a non-occlusive moisturizing film on the surface of the skin. Organic Centella Asiatica : promotes collagen synthesis, repairs and soothes in depth. Organic essential oils (Rosemary, Lavender, Neroli, Ylang) : antioxidant, toning, purifying, invigorating, regenerating. |
| Hydra-Protect Elixir+ Retail : 0057 / 15 ml Cabin : C0057 / 50 ml | - Rich and nourishing oil with a non-greasy finish. - Soothes and protects the skin. <u>INSTRUCTIONS FOR USE :</u> Morning and evening, apply on clean and dry skin, warm 3 drops of Hydra-Protect Elixir+ between your hands and apply them to the face and neck, massaging from the inside to the outside of the face to make them penetrate. | Organic Centella Asiatica : promotes collagen synthesis, repairs and soothes in depth. Organic Sweet Almond Oil : balancing and softening, it prevents dehydration and makes the skin supple. Organic essential oils (Rosemary, Lavender, Thyme, Juniper, Geranium) : antioxidant, toning, purifying. |
| Hydra-Calming Mask+ Retail : 0058 / 40 ml Cabin : C0058 / 200 ml | - With an enveloping and calming texture. - Moisturizes and illuminates your skin. <u>INSTRUCTIONS FOR USE :</u> Twice a week, apply the Mask to clean skin over the entire face and neck, including the eye and lip contours. Leave on for a minimum of 15 minutes. Finally, massage the excess and remove the rest with a damp cotton pad. Do not rinse. | Short chain of hyaluronic acid : penetrates deep into the different layers of the epidermis for more intense hydration. Medium chain of hyaluronic acid : allows a prolonged hydration of the different layers of the epidermis. Organic Centella Asiatica : promotes collagen synthesis, repairs and soothes in depth. Wheat Germ oil : nourishing, regenerating, protective. Organic essential oils (Rosemary, Lavender, Lemon, Thyme) : antioxidant, toning, purifying, regenerating. |

CENTELLA HYDRATATION+ - SKIN CARE PROTOCOL

65
min

HYDRA+ skincare combines ultra-comfortable textures with high-performance active ingredients, including Hyaluronic Acid, Aloe Vera and Centella Asiatica extract, to give even the thirstiest skin a real boost.

The highly original modeling is carried out using contemporary techniques and traditional Chinese tools dating back thousands of years, for results that are immediately visible.

The mask brings the treatment to a beautiful close! Its high moisturizing power gives the skin a fresher, plumper appearance.

A feeling of absolute hydration.

WHO IS IT FOR ?

- ✓ Dry and dehydrated skin

METHODS

- ✓ Digito-pression
- ✓ Suction pads
- ✓ Jade roller massage

RESULTS

- ✓ Moisturizes
- ✓ Plumps
- ✓ Luminous complexion

Cleansing & care products



HYDRATATION+ products



| Reference | Products |
|-----------|-------------------------------|
| C0017 | Hibiscus Cleansing Milk |
| C0035 | Hungary's Royal Water Lotion |
| C0136 | Aromapelling |
| C0142 | Peel off Mask |
| C0137 | Intensive Moisturizing Lotion |
| PATCH20 | Eye Patch |
| C0055 | Hydra-Resource Cream+ |
| C0056 | Hydra-Booster Serum+ |
| C0057 | Hydra-Protect Elixir+ |
| C0058 | Hydra-Calming Mask+ |



CENTELLA HYDRATATION+ - SKIN CARE PROTOCOL

| STEP 1 | MAKE-UP REMOVAL & CLEANSING | TIME |
|-------------------------------|---|--------|
| C0017 | Apply and emulsify the Hibiscus Cleansing Milk over the face and neck. | 8 min |
| Hot towels | Rinse with warm, moist oshibori (impregnated with lavender essential oil). Then use a towel to dry the face and neck. | |
| C0035 | Spraying the Hungary's Royal Water Lotion (tone and prepare the skin for skincare). | |
| STEP 2 | SCRUB / PEELING AHA | TIME |
| C0136 (Normal skin) | Dip large cotton buds, made beforehand, into the Aromapeeling. Use cotton wool to protect the eyes. Apply the Aromapeeling with the sticks, starting at the neck. Rinse the Aromapeeling with wipes soaked in cold water to neutralize. Twice. | 3 min |
| OR | | |
| C0030-250 (Sensitive skin) | Prepare the apricot stone powder and the diluent milk in a bowl. Protect the eyes with two cotton pads. Start exfoliating on the neck and finish on the forehead using slow, repetitive movements. | |
| STEP 3 | INTENSIVE MOISTURIZING | TIME |
| C0056 | Soak a gauze pad in Hydra-Booster Serum+. Then apply it to the face, first cutting out the nose. Beforehand, make a cut around the nose. Leave for 5 minutes. Remove the gauze and gently massage movements. | 5 min |
| STEP 4 | MODELLING - DIGITO MOVEMENTS | TIME |
| C0057 | After leaving the rest of serum on, apply the Hydra-Protect Elixir+. | 10 min |
| Massage | View pages 10 and 11 for the specific movements. | |
| STEP 5 | MODELLING - SUCTION CUPS | TIME |
| KIT4VENTOUSES (suction cups) | Start the active motions with suction cups: View page 12 for the specific movements. | 10 min |
| STEP 6 | DOUBLE MASK | TIME |
| PATCH20 | Apply the Eye Patches. | 8 min |
| Mask 1 : C0058 | Apply the Hydra-Calming Mask+ in a medium layer. (Not forgetting the neck and décolleté). | |
| Cotton pads (C0035) | Apply cotton pads soaked in Hungary's Royal Water Lotion to the eyes. Protect the area around the face with tissues. | |
| Mask 2 : C0137+C0142 | Prepare the Peel off Mask by mixing the powder and the Intensive Moisturizing Lotion : Vigorously mix 1 part powder mask with 1 part Intensive Moisturizing Lotion, until a homogeneous paste is obtained. Apply immediately ! (dries in just 3 minutes) Apply the Peel off Mask with a spatula over the other mask and leave on for 15 minutes. Place a handkerchief on the neck, pulling slightly upwards for a smoothing, lifting effect. | |

| STEP 7 | MASSAGE JADE ROLLERS | TIME |
|----------------------|---|-------|
| RMJ (x2) | While the mask is on, massage with the jade rollers over the mask for 5 minutes. The jade stone provides a unique feeling of energy and boosts cellular metabolism by multiplying the mask's active ingredients. | 6 min |
| STEP 8 | MASK REMOVAL | TIME |
| Like a second skin | After 15 minutes, remove the mask like a second skin by rolling it from bottom to top. Rub in any excess and remove the excess with an oshibori. Then towel dry face and décolleté. | 2 min |
| C0035 | Spraying the Hungary's Royal Water Lotion and protect the eyes. | |
| STEP 9 | FINAL BEAUTY CARE | TIME |
| C0055 | Apply the Hydra-Resource Cream+ and massage it in. | 5 min |
| STEP 10 | HOME SKIN CARE | TIME |
| Advise your customer | Talk to her about retail size products she can use at home as part of a routine to continue the benefits of the treatment (see table below). | 3 min |

| Retail products | Frequency of use |
|---------------------------------------|--|
| Hungary's Royal Water Lotion (0035) | Morning and evening, All day long |
| White Hibiscus Cleansing Milk (0017) | Evening |
| White Hibiscus Vegetable Scrub (0018) | 1 to 2 times a week |
| Hydra-Plumping Cream+ (0055) | Morning and evening |
| Hydra-Booster Serum+ (0056) | Morning and evening |
| Hydra-Protect Elixir+ (0057) | Morning and evening |
| Hydra-Calming Mask+ (0058) | 2 times a week Morning or all night long |

SKIN CARE PROTOCOL – SPECIFIC MOVEMENTS (DIGITO MOVEMENTS)



To relax your client, your palms and fingers lie flat against the sternum to harmonise your breathing rhythm with that of your client.

Your hands follow the breathing. Dive in as you exhale, and up as you inhale.

This movement is slow but sure, lasting the time of a few breaths.

Sternum spread the pressure over 3 points.



Neckline: hands flat, fingers in the intercostal spaces, and slide them down to the clavicles, exerting sliding pressure.



Oval face : place the fingers under the jawbone, applying circular pressure from the chin to the ears.



Linking movement : Move your hands to the temples using sliding pressure, then tilt your hands so that your thumbs rest on the pyramidal area.

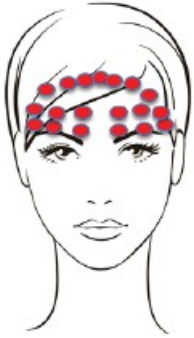


Inter-bridge space :
with the pad of the first phalanx of your thumbs, stretch at the brow wrinkles.



Eye orbicularis :

with the pad of your thumbs, press 3 times on the upper part (under the eyebrow).



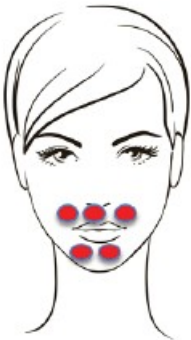
Forehead :

with the pads of your thumbs, apply 3 strokes from the eyebrows to the temples. Move up to the forehead area, as far as the hairline, using 3 strokes.



Lower face : resting on the forehead, press 3 times with the middle finger :

- from the eye to the cheekbones
- base of nose to cheekbones
- corner of the lips to the ears



Orbicular lips : with your thumbs resting under the chin, apply circular pressure to the upper lip, moving down to the lower part.



Final movement : 3 times

- The hands move up over the entire face in a shell,
- Then slide flat down the sides to the ears,
- Press for a few moments on the ears
- Then slowly release.

SKIN CARE PROTOCOL – SPECIFIC MOVEMENTS (SUCTION CUPS)



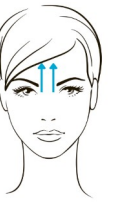
Pinch the sides of the suction pad between your fingers to empty the air.

Place the suction pad on the left side of the forehead and release the sides, the skin will be sucked away.



Gently slide the small suction pad from left to right, then lift it off and replace it on the left.

Repeat this movement without going back and forth.



Continue on the lion wrinkle, between the eyebrows, from bottom to top.



Eye contour area : place the small suction pad on the outer corner of the eye and then slide it towards the scalp, for crow's feet wrinkles.

Continue on dark circles and puffiness from the inside to the outside of the eye, using gentle smoothing movements.



Smooth over the nasolabial fold from bottom to top, i.e. from the outer corner of the mouth to the nostrils.



Pinch the large suction pad between your fingers to empty the air and place it on the chin.



Smooth over the oval of the face from the chin to the tips of the earlobes. Do one side then the other.



Continue massaging the neck:

- place the large suction pad at the base of the neck,
- move upwards towards the oval of the face, tilting the head slightly backwards.
- Continue from bottom to top.
- Finish by smoothing the décolleté from left to right.

CENTELLA HYDRATATION+ - SKIN CARE PROTOCOL – RESULTS



97%

Hydrates deeply*

93%

The skin is plumped*

93%

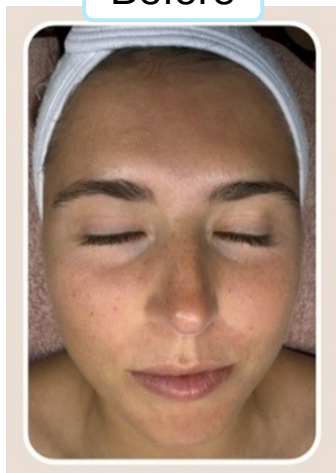
Repairs and smoothes*

*Auto-evaluation, % of satisfaction, 30 days, 29 volunteers.

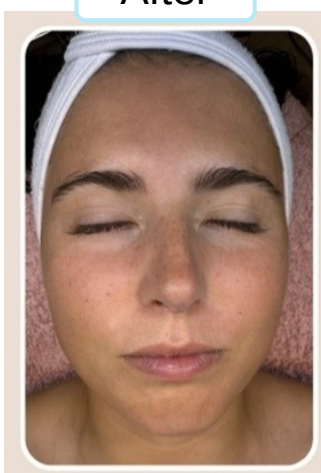
Results : concentrated moisturizing and anti-wrinkle action

Immediate results : ✓ dark circles ✓ complexion radiance ✓ nasolabial folds ✓ wrinkles

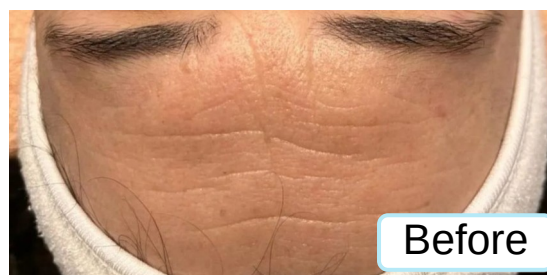
Before



After



Before



After



Soin Creation – French beauty institute

CENTELLA HYDRATATION+ - LAUNCHING TOOLS



A2 Poster

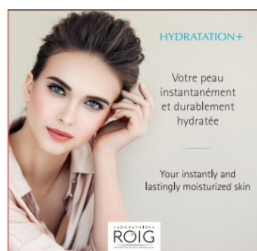
Dimensions : 40x60cm
Ref : DIPOSTERHYDRA



Sample bag 2ml :
Hydra-Booster Serum+
Ref : SE0056



Sample bag 2ml :
Hydra-Plumping Cream+
Ref : SE0055



Box

Dimensions :
22x22x10mm
Ref : CAD40



Leaflet

Dimensions :
14,85x21 folded
59,4x21mm opened
Ref: DIO 40GB



Kakemono

Dimensions :
550x1500x50mm
Ref : KAKE8



Suction cups

4 cups (2 small – 2 large)
Ref : KIT4VENTOUSES



Jade facial roller

Dimensions :
14cm long
Large stone: 4,1x2 cm
Small stone: 2,4x1,6 cm
Ref : RMJ